

**Module Title: Hospitality Sales and Marketing****Module Code: B1180****Level: BAICA– 2<sup>nd</sup> Semester...Lesson Plan**

<b>S. No.</b>	<b>Unit</b>	<b>Topic/Activities</b>
1	Introduction to Hospitality Sales and Marketing	<ul style="list-style-type: none"><li>• Define and Differentiate Sales and Marketing</li><li>• The Marketing Mix and Management Roles</li><li>• The Importance of Marketing and Sales</li><li>• Challenges of Hospitality Marketing and Sales (Characteristics of Hospitality Marketing)</li><li>• The Hospitality Trends</li></ul>
2	The Marketing Plan: The Cornerstone of Sales	<ul style="list-style-type: none"><li>• Definition of Marketing Plan and its Benefits</li><li>• Five Steps in the Marketing Plan</li></ul>
3	Managing the Marketing and Sales Office	<ul style="list-style-type: none"><li>• Organising the Marketing and Sales Office</li><li>• Developing the Marketing and Sales Office Communication System</li><li>• The Automated Marketing and Sales Office</li></ul>
4	Personal Sales	<ul style="list-style-type: none"><li>• Personal Sales Calls and their Types</li><li>• Stages in a Personal Sales Call</li><li>• The Personal Sales Calls</li><li>• Improving Sales Productivity</li></ul>
5	Telephone Sales	<ul style="list-style-type: none"><li>• Basics of Telephone Communication</li><li>• Types of Telephone Calls -</li></ul>

		Outgoing and Incoming
6	Internal Marketing and Sales	<ul style="list-style-type: none"> <li>• Internal Marketing</li> <li>• Role of the General Manager</li> <li>• Internal Sales</li> <li>• Internal Merchandising</li> <li>• Special Service and In-House Promotion</li> </ul>
7	Advertising, Public Relations and Publicity <ul style="list-style-type: none"> <li>○</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising and its Benefits</li> <li>• Types of Advertising</li> <li>• Public Relations and Publicity</li> </ul>
8	Marketing to Business Travellers	<ul style="list-style-type: none"> <li>• Types of Business Travellers</li> <li>• Priorities of the Business Traveller</li> <li>• Reaching Business Travelers</li> </ul>
9	Marketing to Leisure Travellers	<ul style="list-style-type: none"> <li>• Types and their Expectations</li> <li>• Reaching Leisure Travellers</li> <li>• Group Leisure Travellers</li> <li>• Types of Intermediaries</li> <li>• Types of Tour</li> </ul>
10	Marketing to Travel Agents	<ul style="list-style-type: none"> <li>• Understanding Travel Agents</li> <li>• Birth of Organised Travel</li> <li>• Types of Travel Agencies</li> <li>• Kinds of Travellers Served by the Travel Agency</li> <li>• Meeting the Needs of the Travel Agency</li> <li>• Reaching the Travel Agency</li> </ul>
11	Marketing to Meeting Planners	<ul style="list-style-type: none"> <li>• Benefits of Group Business</li> <li>• Group Meeting Market Segments</li> <li>• Planning Factors of Association and Corporation</li> <li>• Reaching Meeting Planners</li> </ul>
12	Marketing to Specialised Segments	<ul style="list-style-type: none"> <li>• Introduction to Specialised Segments</li> </ul>

		<ul style="list-style-type: none"> <li>• Categories and Reaching Specialised Segments</li> <li>• Other Segments</li> </ul>
13	Marketing to Catered Events and Meeting Rooms	<ul style="list-style-type: none"> <li>• The Catering Department</li> <li>• Catering Sales</li> <li>• Other Food and Beverage Sales</li> <li>• Meeting Room Sales</li> </ul>
14	Digital Marketing	<ul style="list-style-type: none"> <li>• Meaning of Digital Marketing</li> <li>• Importance of Digital Marketing</li> <li>• Difference between Traditional and Digital Marketing</li> <li>• Digital Marketing Strategies</li> <li>• Future Trend in Digital Marketing</li> </ul>